TO: Renee Duszynski
David Keeney

Re: 1997 Supermarket Carton Onsert Promotion

The following Chains have been targeted to work our Supermarket carton onsert promotion in 1997.

Chain	Number of Stores	SKU's/store
TOPS	62	1 sku/ store
Wegmans	50	1 sku/ store
P&C	65	1 sku/ store
Insaloco	21	1 sku/ store
Quality	31	1 sku/ Store
Vix	11	1 sku/store

* Note: SKA's Pack 100 onserts/SKU

In an effort to continue to develop work efficiencies to maximize Retail Rep. involvement at Retail, I am soliciting your support to investigate the possibility of your chains applying carton onserts. Also, I am asking you to see if your chains would be willing to allow temporary floor base displays to support this Promotion.

As you know Doral is the only cigarette brand for value-oriented adult smokers that fully demonstrates its care and appreciation for them and their business. Therefore, for maximum promotion visibility and impact we should strive to work this program via a 90 carton generic floor display.

Chart promotion order ←

As information our Doral Supermarket promotion is scheduled for March, 1997. Please provide your Results to PC, Judy Campbell.

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Source: https://www.industrydocuments.ucsf.edu/docs/lgyy0000

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I advance thank you for your support and good
wishes. I anticipate your positive Results.

Sincerely,

A R MacLeod

cc: W J Ruth
F. V. Natale
J Campbell

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